2012 C-Class Sedan and Coupe

Mercedes-Benz

125! years of innovation

In 1886, Carl Benz was awarded the patent for inventing the first car, while just 60 miles away, Gottlieb Daimler developed his own version. Between them they also invented the motorcycle and truck, and won the first auto race. For 125 years, a passion for innovation has driven Mercedes-Benz to continually reinvent the automobile—creating an ongoing legacy of firsts that keep redefining the standard for all cars. Among them, the 4-wheel independent suspension 80 years ago. Fuel injection and crumple zones in the 1950s. And in the last 20 years, the Electronic Stability Program, side curtain air bags, and adaptive brakes. Today, the Three-Pointed Star remains far more than a shining symbol of Mercedes-Benz innovation. It's a guiding beacon for all automobiles.

thousands of improvements. no compromises.

Why do drivers across the globe choose the C-Class more than any other Mercedes-Benz? Is it because of its obvious value, or the deeper appeal of its inherent virtues? Perhaps it's the wide selection of models, styles and powertrains. More likely, it's because the C-Class never makes a driver choose one priority at the expense of another: Its thoroughbred performance is teamed with top-rated safety. Sophisticated luxury is delivered in sporty style. And cutting-edge technology is wrapped in a proven devotion to craftsmanship and quality. For 2012, Mercedes-Benz engineers have come to the C-Class with more than 2,000 improvements—from brilliant new engines and safety innovations, to a sharpened design and first-ever two-door body style. But just as important is what they knew not to change: The uncompromised character that makes it an ideal fit for the times, and for drivers all over the world. Introducing the advanced Sport Sedans, enhanced Luxury Sedans and entirely new Coupes of the 2012 C-Class.

MBUSA.com/C

C 250 Coupe shown at left with Arctic White paint and optional 18" AMG twin 5-spoke wheels.
C 350 Sport Sedan shown above with Black paint, and optional 18" AMG 7-spoke wheels and Lighting Package.

the cutting edge. freshly sharpened.

While the redesigned 2012 C-Class Sport and Luxury Sedans offer an unsurpassed diversity of model choices, what they have in common is what sets them apart. From the new turbocharged C 250 to the all-wheel-drive C 300 4MATIC™ to the 302-hp C 350, each C-Class Sedan moves decisively ahead in precision, performance and protection. New engines boost torque and efficiency, for quicker footwork with a gentler footprint. Exclusive innovations in safety help sharpen their reflexes, and yours. Brilliant LED taillamps and Daytime Running Lamps call your attention to the advanced technology within. Their cabins are enriched, enlivened, and keenly focused on engaging each of your senses. And their crisp, clean design has been honed to slice through the wind, and carve through the clutter of the crowd.

The Sport Sedans. With aggressively sculpted lower body styling and a grille-mounted Star, the C 250, C 300 4MATIC and C 350 Sport Sedans make no secret of their performance pedigree. Staggered-width 17" wheels, perforated front brake discs, a sound-optimized exhaust and a lowered, sport-tuned suspension bring it all to life.

The Luxury Sedans. With elegant styling led by a chrome grille and stand-up Star, the C 250 and C 300 4MATIC Luxury Sedans celebrate a legacy of refinement. A comfort-tuned suspension and 17" alloy wheels put that elegance into motion. In design and driving pleasure, there's refinement on every surface, and precision in every curve.

C 350 Sport Sedan shown above with optional Lunar Blue metallic paint, 18" AMG twin 5-spoke wheels, and Lighting and Premium 1 Packages. C 300 4MATIC Luxury Sedan shown at right with Black paint and optional Lighting Package. Please see endnotes at back of brochure.

C 250 Sedans. An all-new 201-hp 1.8-liter turbocharged 4-cylinder engine whisks the C 250 Sport and Luxury Sedans from 0 to 60 mph in a mere 7.1 seconds,[1] yet returns up to 31 mpg on the highway.[2] Power flows seamlessly through a 7-speed automatic transmission that's been reengineered for crisper, smoother and more efficient performance.

C 300 4MATIC Sedans. A silky, eager-revving 228-hp V-6 in the C 300 4MATIC Sport and Luxury Sedans turns torque into traction via 4MATIC all-wheel drive.[3] Winter confidence meets dry-road cornering fun, thanks to the system's light weight and 45:55 front/rear torque split. And with its responsive 7-speed automatic, 60 mph arrives in just 7.1 seconds.[1]

C 350 Sport Sedan. A new-generation 3.5-liter Direct Injection V-6 feeds its 302 hp to the pavement via an advanced 7-speed automatic and AMG twin 5-spoke wheels. And while it can achieve 29 highway mpg,[2] its rear spoiler offers a hint that performance is its priority. A quicker-than-ever 0–60 time of 5.9 seconds[1] asserts the point with far less subtlety.

C 350 Sport Sedan shown with Black interior, and optional Burl Walnut wood trim, KEYLESS-GO, PARKTRONIC, and Multimedia and Premium 1 Packages. Please see endnotes at back of brochure.

driving ambition. in high definition.

From their high-resolution driving and entertainment displays to their hand-fitted upholstery, the cabins of the 2012 C-Class Sport and Luxury Sedans initiate a new age of innovation while honoring a timeless tradition of craftsmanship. In every element, you can see and feel a heightened sense of both excitement and refinement. Crisp, three-dimensional instruments surround a vivid color multifunction display. A large LCD screen takes center stage above the console. Well-placed controls reward your touch with ergonomic logic and elegant finishes. And innovative luxuries—from standard Bluetooth® audio streaming to an available voice-controlled 80GB navigation system—offer new ways to feel connected. The C-Class Sedan cockpit does more than elevate the state of the art. It celebrates the art of driving.

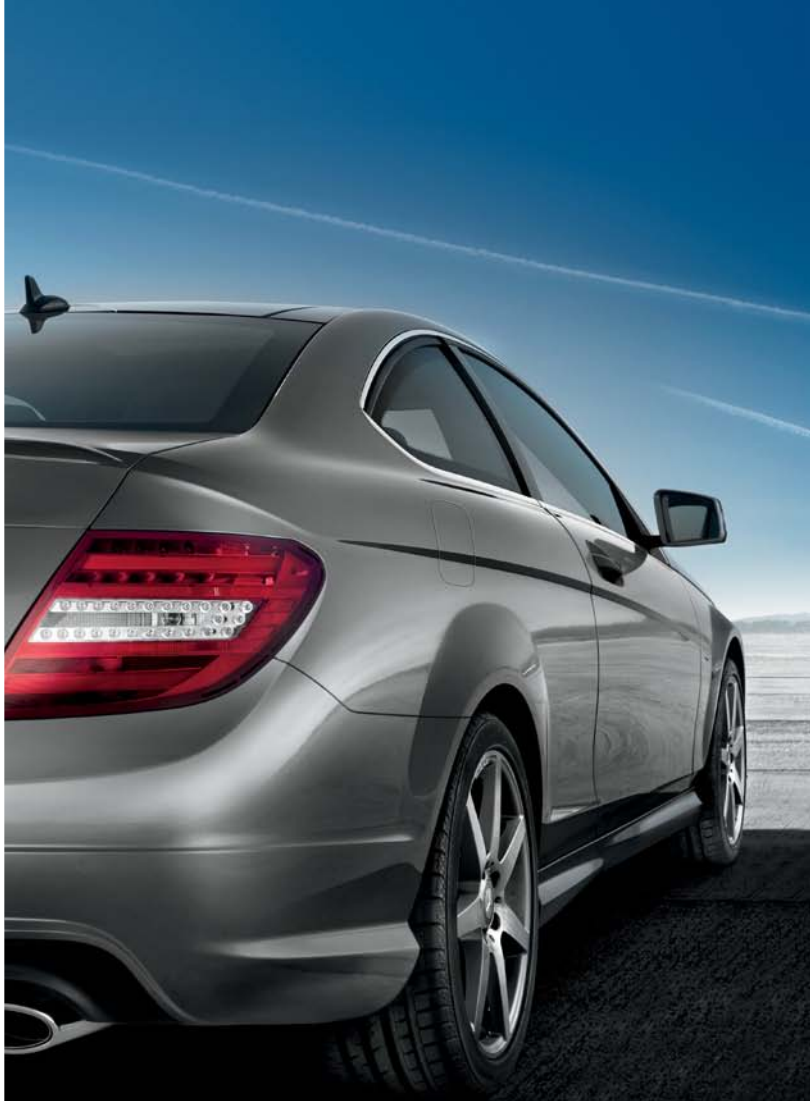
The Sport Sedan cabin. Deeply contoured power front sport seats, brushed aluminum pedals and flat-bottom 3-spoke steering wheel[4] put the focus on performance. Crisp aluminum adorns the C 250 and C 300 4MATIC™ cockpits. Dramatic Black Ash wood dresses the C 350. And the warmth of Burl Walnut wood is optional on all Sport Sedans.

The Luxury Sedan cabin. Tone-on-tone colors and the rich glow of Burl Walnut wood trim highlight the elegance of the C 250 and C 300 4MATIC Luxury Sedans. The leather-wrapped 4-spoke steering wheel speaks not only of refinement, however. As with every C-Class, it's also your point of contact for its brilliantly articulated handling.

apart from the crowd.
ahead of the curve.

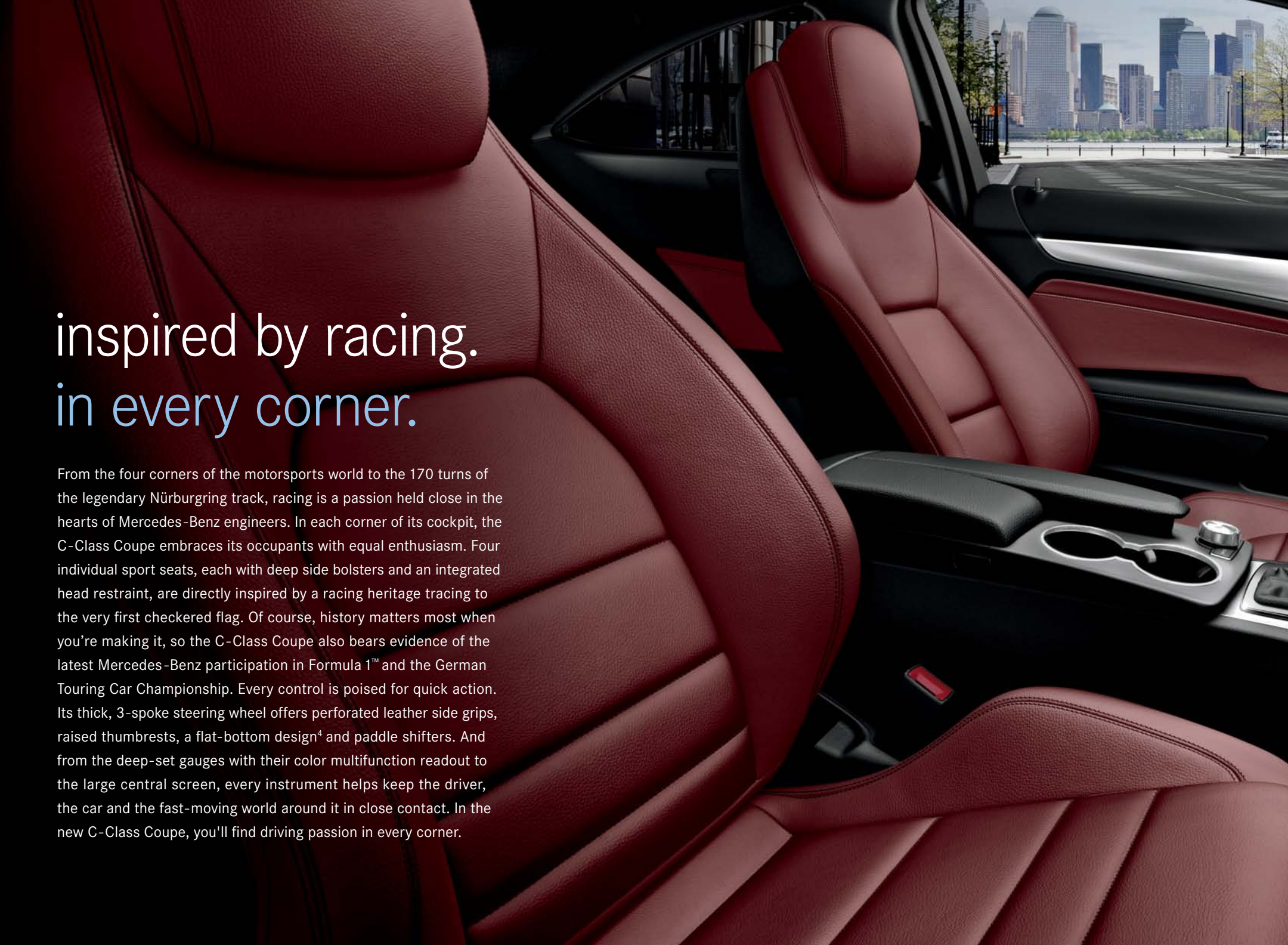
Why run along with the crowd when you can race away in style? Introducing the entirely new C-Class Coupes, the newest chapter in a rich legacy of performance, poise and personality. Like every Mercedes-Benz coupe, they wrap four sport seats and a deep passion for driving in a sleek, windswept shape. And like every C-Class, they're paragons of engineering virtue and extraordinary value—with class-leading safety innovations and first-class luxuries. Standard paddle shifters put all the torque of a new generation of engines directly in your hands. The sport-tuned AGILITY CONTROL suspension takes to corners with the tenacity of staggered-width 17" wheels and tires. And if power-slides are more your style, the C-Class Coupe has you covered from top to bottom: With a standard all-glass Panorama roof that sweeps open at the touch of a button, and the ideal, race-bred balance of rear-wheel drive—if you catch our drift.

C 250 Coupe shown above with optional Iridium Silver metallic paint, 18" AMG 7-spoke wheels, KEYLESS-GO, PARKTRONIC, and Lighting Package.
C 350 Coupe shown at right with optional Palladium Silver metallic paint and 18" AMG 7-spoke wheels. Please see endnotes at back of brochure.



C 250 Coupe. Turbocharging and Direct Injection unleash 201 hp and 229 lb-ft of torque from 1.8 liters of lightweight, free-revving 4-cylinder engine. With a driver-adaptive 7-speed automatic, it'll deliver 60 mph in just 7.1 seconds[1] and up to 31 highway mpg.[2] Its 17" 5-spoke wheels are wider at the rear axle, to put power more assertively to the pavement while preserving the crisp feel and direct feedback of its agile steering.

C 350 Coupe. A 302-hp 3.5-liter Direct Injection V-6 channels 273 lb-ft of torque to the rear wheels, for a 0–60 sprint of 5.9 seconds.[1] A close-ratio 7-speed automatic, larger front brakes, staggered 17" AMG twin 5-spoke wheels and a rear spoiler help fill out its performance résumé.



inspired by racing.
in every corner.

From the four corners of the motorsports world to the 170 turns of the legendary Nürburgring track, racing is a passion held close in the hearts of Mercedes-Benz engineers. In each corner of its cockpit, the C-Class Coupe embraces its occupants with equal enthusiasm. Four individual sport seats, each with deep side bolsters and an integrated head restraint, are directly inspired by a racing heritage tracing to the very first checkered flag. Of course, history matters most when you're making it, so the C-Class Coupe also bears evidence of the latest Mercedes-Benz participation in Formula 1™ and the German Touring Car Championship. Every control is poised for quick action. Its thick, 3-spoke steering wheel offers perforated leather side grips, raised thumbrests, a flat-bottom design[4] and paddle shifters. And from the deep-set gauges with their color multifunction readout to the large central screen, every instrument helps keep the driver, the car and the fast-moving world around it in close contact. In the new C-Class Coupe, you'll find driving passion in every corner.

C 250 Coupe shown with Red/Black interior, Aluminum trim, and optional Full Leather Seating and Premium 1 Packages. Please see endnotes at back of brochure.

Revs within reach. The sporty 7-speed automatic transmission has been reengineered for quicker shifts and more efficient performance. Standard paddle shifters let you change gears without taking a hand from the 3-spoke steering wheel. Multifunction controls allow equally easy access to the hands-free Bluetooth® interface and audio system.

Finish with finesse. From its impeccably top-stitched upholstery to its brushed-metal accents, the C-Class cockpit expresses its performance focus with a premium flourish. Sleek, cool Aluminum trims the C 250 Coupe dash, console and doors, while rich Burl Walnut wood sets the C350 aglow. Matte-finish Olive Ash wood is also available on either one.

Precise power. All-new engines for the 2012 C 250 and C 350 models output richer torque with higher efficiency and lower emissions. In the 1.8-liter 4-cylinder C 250 Sedans and Coupe, an intercooled turbocharger helps deliver sports-car responsiveness with compact mpg. The 302-hp V-6 in the C 350 models generates higher power and torque with lower emissions and fuel consumption. Both new powerplants further boost efficiency with a durable yet lightweight diecast-alloy engine block, quicker and more widely variable valve timing, reduced internal friction, and clever "on-demand" ancillary components such as the alternator.

Inspiring confidence. In the C 300 4MATIC™ Sedans, a 228-hp 3.0-liter V-6 features continuously variable valve timing and a dual-length intake with tumble flaps, for vigorous response from idle to redline. Standard 4MATIC all-wheel drive integrates our 4-wheel Electronic Traction System (4-ETS), to continually redistribute torque to the wheels with the best grip—even if that's a single wheel.[3] And with the system's light weight and 45:55 front/rear torque split, handling feels sporty all year round.

Tailored traction. All C 250, C 300 4MATIC and C 350 models are standard-equipped with 17" alloy wheels in one of three designs. Sport Sedans and Coupes also offer two 18" AMG wheel options.[5] For more surefooted acceleration grip without compromising steering feel, the rear wheels on Sport Sedans and Coupes are wider than their front-axle teammates.

Fine-tuned footwork. A nimble 4-wheel independent multilink suspension is enhanced with AGILITY CONTROL—an innovation that reacts to the motion of each wheel. With every change in the road surface, it instantly recalibrates the damping rates to balance agile handling with a composed ride. Sport Sedans and Coupes also feature a lowered suspension with firmer tuning.

revolutions per millisecond.
miles per molecule.

With two new-generation engines for 2012, the C-Class does more than perform—it outperforms. Both the 1.8-liter turbo-4 of the C 250 models and the 3.5-liter C 350 V-6 conduct an orchestra of innovative technologies to overachieve in every measure. Advanced rapid-multispark ignition can fire each spark plug up to four times in one millisecond. High-pressure Direct Injection can fine-tune the fuel spray as quickly, to make the most of every molecule of gasoline. Beyond these new lightweight, lightning-quick engines, the 7-speed automatic transmission has been reengineered for more efficient performance and sportier feel. And all through the vehicle, innovative engineering has helped cut weight, friction and aerodynamic drag without diminishing the inspiring strength, solidity and stability that make driving a C-Class a reward in every mile, and a revolution in every millisecond.

C 350 Coupe shown with Mars Red paint and optional KEYLESS-GO. Please see endnotes at back of brochure.

pioneering insight. protective instinct.

Look back over the life story of the automobile and you'll find Mercedes-Benz continually leading the way in safety innovation: Inventing the first crumple zone over 60 years ago. Earning a patent for the air bag. And pioneering a portfolio of safety systems that eventually found their way into most every car, like the Antilock Braking System (ABS), Electronic Stability Program (ESP®) and emergency-sensing Brake Assist. The C-Class is not merely equipped with a list of safety features, however. It's engineered as an orchestrated system that's designed to make the most of the precious milliseconds it takes to avoid, or survive, a collision. Among its advances for 2012 is ATTENTION ASSIST, an exclusive system that helps detect driver drowsiness on longer trips. From the quick reflexes of its sensors to the enduring strength of its body, the protection a C-Class offers could rewrite the story of your own life.

observe.

Standard LED lighting. Bright white LED Daytime Running Lamps help to make your presence more apparent to other drivers. New LED taillamps feature three-dimensional fiber optics and LED turn signals.

Bi-Xenon headlamps. With the optional Lighting Package, Bi-Xenon headlamps generate light that's perceived more like natural daylight than halogen headlamps. The headlamps feature Active Curve Illumination and Adaptive Highbeam Assist. These two advanced systems continuously vary the angle and beam pattern of the headlamps, to maximize illumination of corners and straightaways, without creating glare for other drivers. The package also includes headlamp washers that help to keep the lamps cleaner with a high-pressure spray of fluid.

Blind Spot Assist and Lane Keeping Assist. New to the 2012 C-Class, these optional systems add to your confidence on multi-lane roadways. When Blind Spot Assist[6] detects a vehicle to either side, an icon illuminates in the side mirror. If you signal for a lane change, a warning tone sounds. Lane Keeping Assist monitors ordinary lane markings, and can warn the driver of unintended drifting into the next lane.[7]

Rear view camera. An available rear view camera helps make backing up easier. When you shift into Reverse, a live color image of the area right behind your C-Class is displayed on the in-dash screen.[8]

support.

ATTENTION ASSIST. By continually monitoring a variety of driving behaviors, this Mercedes-Benz innovation can audibly and visually alert the driver if it detects signs of drowsiness on long trips. More than 70 variables are measured in the first minutes of a drive to establish a pattern for the individual driver and determine the warning thresholds accordingly.[7]

Emergency-sensing. Two safety systems originally pioneered by Mercedes-Benz help you avoid potential collisions. The Electronic Stability Program (ESP) monitors the vehicle's response to driving inputs such as steering and braking, and responds to help keep it on course during evasive maneuvers.[3] Brake Assist can apply full braking pressure if it detects an emergency braking situation—based on how quickly the driver steps on the brake pedal—potentially shortening your overall stopping distance.[9]

Adaptive Brakes. An integrated system of braking advances helps to make driving more reassuring and relaxing in a variety of situations. If the driver lifts off the accelerator quickly, Predictive Brake Priming sets the pads closer to the discs for more immediate response when the driver steps on the brakes. In the rain, Automatic Brake Drying gently applies the brakes periodically, to sweep away water buildup on the discs. During uphill starts, Hill-Start Assist helps prevent unwanted rollback. And a HOLD feature can make stop-and-go traffic a little easier.[9]

protect.

High-strength body. Approximately 70% of the C-Class body structure is made from ultra-high- and high-strength steel. Its development included over 5,500 computer-simulated collisions incorporating nearly two million elements—along with an extensive series of actual crash testing. Advanced crumple zones help to divert impact energy over, under and around the highly reinforced passenger cabin.

Advanced restraints. No fewer than nine standard air bags offer at least 11-way protection.[10] Dual-stage front air bags are augmented by a driver's knee air bag. Innovative pelvic air bags complement the front-seat side-impact air bags. Side curtain air bags are provided at all four outboard seating positions, as are seat-belt Emergency Tensioning Devices (ETDs) and belt-force limiters. Rear side-impact air bags are standard on C-Class Coupes and an option on the Sedans. And in a rear impact, NECK-PRO active front head restraints help to prevent whiplash.

Post-collision response. In the event that an air bag or a seat-belt ETD deploys, the optional Mercedes-Benz mbrace® system includes Automatic Collision Notification, which initiates a call to our 24-hour emergency response center—even if you cannot.[11] In addition, the C-Class can automatically shut off its engine and fuel supply, turn on the hazard flashers and some interior lights, partially open the windows to help ventilate the cabin, and unlock the doors in an effort to assist rescuers.

C 300 4MATIC Sport Sedan shown with Black paint, and optional KEYLESS-GO, Panorama roof and Lighting Package. Please see endnotes at back of brochure.

on top of your game.
down to business.

focused, functional and refreshingly fun.

Perhaps no one takes the business of driving more seriously than the engineers of Mercedes-Benz. But settle into the fresh new cockpit of the 2012 C-Class and it quickly becomes apparent that they also love their work. From the embrace of the driver seat, every control falls naturally to hand and responds with the same quick-witted, reassuring feedback you enjoy from the car's handling. A Premium leather-wrapped multifunction steering wheel and an intuitive central controller on the console grant you an all-access pass to a festival of advanced, useful and user-friendly technology. High-definition instrumentation includes crisply detailed gauges with a 4.5" color multifunction display plus a large central in-dash screen. And as if driving a C-Class isn't entertaining enough, your musical options range from standard HD Radio™ stations to half a dozen ways to bring along your own soundtrack. The C-Class takes every facet of driving seriously. Including fun.

Connection. With a convenient central controller on the console, a multifunction steering wheel and a standard 5.8" color-LCD screen, the 2012 C-Class cockpit unites a wide world of choices in entertainment, navigation, and even personalized setup of vehicle features. A standard Bluetooth system offers hands-free calling and new wireless audio streaming from your digital music player.[12]

Immersion. Beyond such high-end standard audio features as a new USB input, an AUX jack and HD Radio stations, a variety of options and packages make your listening choices virtually endless: A 450-watt harman/kardon LOGIC7® surround sound system. SiriusXM Satellite Radio.[13] iPod® integration.[14] Plus a DVD/CD player, an SD card reader, and a 10GB Music Register that can store your digital music on an in-dash hard drive.

Direction. The Multimedia Package includes a navigation system with a fast 80GB hard drive and a vivid 7" LCD screen that displays new 3D maps with building profiles.[15] It also features live SiriusXM Traffic[13] with dynamic re-routing, new SiriusXM Weather, plus Zagat® Survey ratings for restaurants, hotels and golf courses. Enhanced Voice Control lets you operate the navigation, audio and phone with your normal speaking voice.

Collaboration. Optional PARKTRONIC can alert you to nearby obstacles as you navigate in tight spaces. Its Advanced Parking Guidance can size up parallel-parking spots as you drive by, let you know which one's a good fit, and provide steering instructions to help guide you in. And optional KEYLESS-GO lets you unlock, start and lock your C-Class without taking the key from your pocket.

C 300 4MATIC Sport Sedan shown with Ash interior, Aluminum trim, and optional KEYLESS-GO, PARKTRONIC, and Multimedia and Premium 1 Packages. Please see endnotes at back of brochure.

thoughtful in every detail, and every dimension.

The C-Class Sedans and Coupes are performance cars that can perform wonders for your sense of well-being. Their sporty cabins also offer a new level of comfort, from their finely tailored and hand-fitted upholstery to an abundance of luxurious details. The driver seat power-adjusts no fewer than eight ways, and provides adjustable lumbar support. The driver is further treated to rain-sensing wipers, light-sensing automatic headlamps, and a 4-way adjustable steering column. For everyone's enjoyment, dual-zone climate control filters dust and pollen as small as 0.0002" from the air. A power tilt/sliding sunroof is standard on the Sedans, while Coupes are equipped with an all-glass Panorama roof that delivers the sun and stars to every seat. Also optional on the Sedans, it's the only one in its class with a power front section that tilts up for ventilation or slides open for a breeze. So, like many dimensions of the C-Class, it's not just expansive—it's exclusive.

Spacious. The generous 5-passenger cabins of the C-Class Sedans feature 8-way power front seats with 2-way manual lumbar supports. Sport Sedan front seats feature deep side bolsters for added cornering support. The Premium 1 Package (standard on the C 350 Sport Sedan) upgrades the driver seat to 14-way power, including 4-way power lumbar, along with 3-position memory for the seat, the 4-way power steering column and both side mirrors. Heated front seats and split-folding rear seatbacks are also included.

Sporty. C-Class Coupes feature four individual sport seats with integrated head restraints. The 14-way power driver seat includes a 4-way power lumbar support plus a 3-position memory for the seat, side mirrors and the power steering column. The rear seatbacks fold down in a 60/40-split. Heated front seats are standard on the C 350 and part of the C 250 Coupe's Premium 1 Package.

Soothing. Standard dual-zone automatic climate control allows the driver and front passenger to enjoy individualized comfort in any season. The system filters dust and pollen from the cabin, while a sensor monitors the angle and intensity of sunlight for more even control of temperature.

Supportive. Several luxuries are newly standard for 2012. The windshield wipers are rain-sensing. Both the inside and driver-side mirrors are auto-dimming, while the inside mirror also integrates a digital compass[16] and garage door control.

Stylish. Sleek Aluminum interior trim highlights the C 250 and C 300 4MATIC™ Sport Sedans and the C 250 Coupe. Black Ash wood sets the C 350 Sport Sedan apart. Burl Walnut wood, optional on all of those models, is also standard on the C 350 Coupe and all Luxury Sedans. And exclusively for the Coupes, the modern style of matte-finish Olive Ash wood is optional (at no charge on the C 350).

C 300 4MATIC Luxury Sedan shown with Almond Beige/Mocha interior and Burl Walnut wood trim. Please see endnotes at back of brochure.

driver’s delight.
passenger’s paradise.

AMG
DRIVING PERFORMANCE
performance art.
signed by the artist.
All the racing trophies earned in the 45-year history of AMG—the high-performance division of Mercedes-Benz—can still not tell the story as eloquently as these four words: “One man, one engine.” Each individual AMG engine is crafted by its own master technician, using race-proven components and his own hands. Lift the hood of the superlatively engineered automobile which houses this work of art and you’ll see a metal plaque bearing his signature. Set free into the world, a C 63 AMG Coupe or Sedan is destined to generate some impressive numbers. And all of them—whether it’s horsepower and pound-feet, mph and rpm, or seconds and g’s—begin with “one.”
Learn more at MBUSA.com/AMG
C 63 AMG Coupe shown with Arctic White paint, and optional AMG Development and Lighting Packages. Please see endnotes at back of brochure.

The C 63 AMG Sedan and first-ever C 63 AMG Coupe. A handcrafted 6.3-liter V-8 generates prodigious—and class-leading—output of 451 hp and 443 lb-ft of torque. Accompanied by an exhaust note of symphonic proportions, 60 mph arrives ahead of its class, too: just 4.4 seconds.[1]

A 7-speed AMG SPEEDSHIFT MCT transmission features a wet startup clutch and four driving modes, including a paddle-shifted Manual mode with 100-millisecond shifts. A 3-stage ESP® system is also standard.

Staggered-width 18" AMG twin 5-spoke wheels[5] combine light weight with high rigidity. They also offer a delightful view of the massive AMG high-performance brakes with 6-piston front and 4-piston rear calipers.

mbrace
Your World, From Your Car

connected to you. and your life.

Your vehicle is more than a source of enjoyment, it's an integral part of everyday living. The optional Mercedes-Benz mbrace® system can make it easier—whether you're planning a trip, trying to remember where you parked, or in need of some help in an emergency.[11] With mbrace, you can access an innovative and thoughtful world of security, destination planning and convenience services—not only from inside your C-Class but also from your computer and from your smartphone. With advanced, reliable technology, plus 24-hour support from helpful experts, mbrace helps to keep you, your life and your Mercedes-Benz connected.

from your vehicle.

With Mercedes-Benz mbrace, three simple buttons inside your vehicle can connect you to emergency services, our 24-hour Customer Assistance Center, or our Roadside Assistance service.[17] Numerous mbrace services are also seamlessly integrated with the optional COMAND navigation system.

from your smartphone.

The mbrace Mobile Application for iPhone® lets you send addresses to your vehicle's navigation system, locate your vehicle from up to a mile away, remote-lock and unlock its doors, find a dealer, and contact Roadside Assistance, Concierge services or even Mercedes-Benz Financial Services with a touch. A new Drive2Friend™ feature lets other people send their location to your car, simply by responding to a text message that you send them.[18]

from your computer.

In addition to all the support you'll find at mbrace.MBUSA.com, you can send addresses directly to your vehicle's COMAND navigation system using the Send2Benz™ website. You can also look up a destination on Google Maps™ and instantly send it to your vehicle via the Search & Send™ feature. And a new browser toolbar widget lets you highlight an address on your screen and send it to your vehicle with just two clicks.

Mercedes-Benz mbrace is the ongoing evolution of our groundbreaking in-vehicle services, offering national support along with expanded and enhanced features. To learn more about mbrace, see your Mercedes-Benz dealer, call 866-990-9007 or visit **MBUSA.com/mbrace**. Please see endnotes at back of brochure.

make it yours.

Genuine Mercedes-Benz Accessories help you make your car the perfect expression of your style. And since they're exclusively engineered for your C-Class, they fit your coupe or sedan as well as they fit your life. A wide selection of accessories allows you to enhance your vehicle's appearance, expand its functionality, or offer it some extra protection in everyday use. From alloy wheels to chrome door handle inserts to state-of-the-art entertainment systems, every accessory is thoughtfully designed and thoroughly engineered. It's the best way to make your C-Class unmistakably yours while keeping it genuinely Mercedes-Benz. To see the entire selection, visit **MBUSA.com/C**.

17" 7-spoke wheels. Polish your car's presence while maintaining its precise handling with these 7-spoke alloy wheels in a lustrous Chrome Shadow finish. Available for any C-Class, they're also offered for rear-wheel-drive models in a staggered setup featuring wider rear wheels.

Accessory navigation system. For models equipped with the standard radio and 5.8" in-dash color-LCD screen, this innovative accessory adds an advanced GPS navigation system[15] that's fully integrated with the C-Class audio system and its convenient central controller. In addition to 3D maps and clear depiction of highway signs and lane information, the system features lifetime traffic reporting and recommendations for choosing the optimal lane. Entering a destination is as easy as moving the cursor to a location on the map, or using its address or ZIP code.

Rear Seat Entertainment system. Offer front-row entertainment to the rear seat with dual 7" LCD monitors mounted behind each front head restraint. Each screen can play separate DVDs, or you can attach external devices like gaming consoles via USB and SD card slots. For maximum passenger enjoyment with minimum driver distraction, two pairs of wireless headsets and a wireless remote are included. Both screens can also show the same movie at once, playing the sound via the headsets or through the vehicle's audio system for all to enjoy.

Rear spoiler. Aerodynamically contoured to accentuate the sporty lines of the C-Class Sedan or Coupe, the rear spoiler is designed for secure attachment without drilling and a perfect fit with the sculpted trunklid.

build your own sedan.

MBUSA.com/C

sedan option packages

	C 250	C 300 4MATIC	C 350
Premium 1 Package	○	○	●
• 14-way power driver seat, including 4-way power lumbar support			
• 4-way power steering column			
• 3-position memory for driver seat (includes side mirrors and power steering column)			
• iPod®/MP3 media interface[14]			
• SiriusXM Satellite Radio[13] (with 6-month trial)			
• harman/kardon LOGIC7® surround-sound system[19]			
• Heated front seats			
• Split-folding rear seats			
Lighting Package	○	○	○
• Bi-Xenon headlamps with Active Curve Illumination and Adaptive Highbeam Assist			
• Headlamp washing system			
Multimedia Package (requires Premium 1 Package or SiriusXM Satellite Radio)	○	○	○
• Hard-drive-based navigation[15] with 10GB Music Register for storing digital music files			
• 7" high-resolution color-LCD screen			
• Rear view camera[8]			
• In-dash DVD/CD player and SD memory card slot			
• Gracenote® media database, including album cover art			
• Enhanced Voice Control for audio, telephone and navigation			
• SiriusXM Traffic and Weather[13] (with 6-month trial)			
Full Leather Seating Package (requires Premium 1 Package)	○	○	○
• Leather upholstery			
• 10-way power front passenger seat with 3-position memory			
Lane Tracking Package (requires Multimedia Package)	○	○	○
• Blind Spot Assist[6]			
• Lane Keeping Assist[7]			

individual sedan options

	C 250	C 300 4MATIC	C 350
PARKTRONIC with Advanced Parking Guidance (Sport Sedans only)	○	○	○
Panorama roof	○	○	○
KEYLESS-GO	○	○	○
18" AMG 7-spoke alloy wheels[5] (Sport Sedans)	○	○	○
18" AMG twin 5-spoke alloy wheels[5] (Sport Sedans)	○	○	○
SiriusXM Satellite Radio[13] (also included with Premium 1 Package)	○	○	●
iPod/MP3 Media interface[14] (also included with Premium 1 Package)	○	○	●
Heated front seats (also included with Premium 1 Package)	○	○	●
Rear side-impact air bags	○	○	○
Aluminum interior trim (Sport Sedans; no charge on C 350)	●	●	○
Black Ash wood interior trim	–	–	●
Burl Walnut wood interior trim (Luxury Sedans)	●	●	–
Burl Walnut wood interior trim (Sport Sedans; no charge on C 350)	○	○	○
Mercedes-Benz mbrace®	○	○	○

● Standard ○ Optional – Not Available

sedan wheel choices

Standard 17" twin 5-spoke
(C 250 and C 300 4MATIC Sport)

Standard 17" split 5-spoke
(C 250 and C 300 4MATIC Luxury)

Standard 17" AMG twin 5-spoke
(C 350 Sport)

Optional 18" AMG 7-spoke
(Sport Sedans)

Optional 18" AMG twin 5-spoke
(Sport Sedans)

specifications

		C 250 Sedans	C 300 4MATIC Sedans	C 350 Sport Sedan
Engine		1.8-liter turbocharged Direct Injection inline-4 201 hp @ 5,500 rpm 229 lb-ft net torque @ 2,200–4,300 rpm	3.0-liter V-6 228 hp @ 6,000 rpm 221 lb-ft net torque @ 2,700–5,000 rpm	3.5-liter Direct Injection V-6 302 hp @ 6,500 rpm 273 lb-ft net torque @ 3,500–5,250 rpm
Transmission		7-speed automatic with Touch Shift control	7-speed automatic with Touch Shift control	7-speed automatic with Touch Shift control
Wheels	Sport	Staggered-width 17" twin 5-spoke	Staggered-width 17" twin 5-spoke	Staggered-width 17" AMG twin 5-spoke
	Luxury	17" split 5-spoke	17" split 5-spoke	–
Suspension	Sport	Lowered, sport-tuned 4-wheel multilink with AGILITY CONTROL	Lowered, sport-tuned 4-wheel multilink with AGILITY CONTROL	Lowered, sport-tuned 4-wheel multilink with AGILITY CONTROL
	Luxury	Comfort-tuned 4-wheel multilink with AGILITY CONTROL	Comfort-tuned 4-wheel multilink with AGILITY CONTROL	–
Drivetrain		Rear-wheel drive	4MATIC™ all-wheel drive	Rear-wheel drive

dimensions

	Sport Sedans	Luxury Sedans
Wheelbase	108.7"	108.7"
Overall length	180.8"	180.8"
Overall height	56.3"	56.9"
Overall width	79.1" (w/mirrors)	79.1" (w/mirrors)
Curb weight	3,428 lbs (C 250) 3,737 lbs (C 300 4MATIC) 3,616 lbs (C 350)	3,428 lbs (C 250) 3,737 lbs (C 300 4MATIC)
Headroom	37.1" front / 36.9" rear	37.1" front / 36.9" rear
Legroom	41.7" front / 33.4" rear	41.7" front / 33.4" rear
Shoulder room	54.7" front / 55.0" rear	54.7" front / 55.0" rear
Cargo capacity	12.4 cu ft	12.4 cu ft

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coupe option packages

	C 250	C 350
Premium 1 Package • iPod®/MP3 media interface[14] • SiriusXM Satellite Radio[13] (with 6-month trial) • harman/kardon LOGIC7® surround-sound system[19] • Heated front seats	○	●
Lighting Package • Bi-Xenon headlamps with Active Curve Illumination and Adaptive Highbeam Assist • Headlamp washing system	○	○
Multimedia Package (requires Premium 1 Package or SiriusXM Satellite Radio) • Hard-drive-based navigation[15] with 10GB Music Register for storing digital music files • 7" high-resolution color-LCD screen • In-dash DVD/CD player and SD memory card slot • Gracenote® media database, including album cover art • Enhanced Voice Control for audio, telephone and navigation • SiriusXM Traffic and Weather[13] (with 6-month trial) • Rear view camera[8]	○	○
Full Leather Seating Package • Leather upholstery • 10-way power front passenger seat with 3-position memory	○	○
Lane Tracking Package (requires Multimedia Package) • Blind Spot Assist[6] • Lane Keeping Assist[7]	○	○

Please see endnotes at back of brochure.

individual coupe options

	C 250	C 350
PARKTRONIC with Advanced Parking Guidance	○	○
KEYLESS-GO	○	○
18" AMG 7-spoke alloy wheels[5]	○	○
18" AMG twin 5-spoke alloy wheels[5]	○	○
SiriusXM Satellite Radio[13] (also included with Premium 1 Package)	○	●
iPod/MP3 Media interface[14] (also included with Premium 1 Package)	○	●
Heated front seats (also included with Premium 1 Package)	○	●
Aluminum interior trim (no charge on C 350)	●	○
Burl Walnut wood interior trim	○	●
Matte Olive Ash wood interior trim (no charge on C 350)	○	○
Mercedes-Benz mbrace®	○	○

european delivery program

Pick up your new Mercedes-Benz in Germany through the original manufacturer-sponsored tourist delivery program. You'll enjoy significant savings[20] and other benefits, as well as the unforgettable experience of a European vacation with your own C-Class Sedan or Coupe. Visit **MBUSA.com/edp** for more information.

coupe wheel choices

Standard 17" 5-spoke (C 250)

Standard 17" AMG twin 5-spoke (C 350)

Optional 18" AMG 7-spoke

Optional 18" AMG twin 5-spoke

specifications

	C 250 Coupe	C 350 Coupe
Engine	1.8-liter turbocharged Direct Injection inline-4 201 hp @ 5,500 rpm 229 lb-ft net torque @ 2,200–4,300 rpm	3.5-liter Direct Injection V-6 302 hp @ 6,500 rpm 273 lb-ft net torque @ 3,500–5,250 rpm
Transmission	7-speed automatic with Touch Shift control and steering wheel-mounted paddle shifters	7-speed automatic with Touch Shift control and steering wheel-mounted paddle shifters
Wheels	Staggered-width 17" 5-spoke	Staggered-width 17" AMG twin 5-spoke
Suspension	Lowered, sport-tuned 4-wheel multilink with AGILITY CONTROL	Lowered, sport-tuned 4-wheel multilink with AGILITY CONTROL
Drivetrain	Rear-wheel drive	Rear-wheel drive

dimensions

	C 250 Coupe	C 350 Coupe
Wheelbase	108.7"	108.7"
Overall length	180.7"	180.7"
Overall height	54.8"	54.8"
Overall width	79.1" (w/mirrors)	79.1" (w/mirrors)
Curb weight	3,538 lbs	3,693 lbs
Headroom	37.0" front / 35.5" rear	37.0" front / 35.5" rear
Legroom	41.7" front / 33.0" rear	41.7" front / 33.0" rear
Shoulder room	54.0" front / 50.3" rear	54.0" front / 50.3" rear
Cargo capacity	11.7 cu ft	11.7 cu ft

color and trim.

sedan upholstery

Almond Beige/Mocha (not available with leather upholstery on Sport Sedans)

Ash

Black

Cappuccino/Black (Sport Sedans only, requires leather upholstery)

Sahara Beige/Black (Sport Sedans only, requires leather upholstery)

coupe upholstery

Almond Beige/Mocha (not available with leather upholstery)

Ash

Black

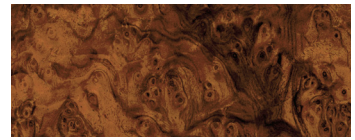
Red/Black (requires leather upholstery)

Sahara Beige/Black (requires leather upholstery)

interior trim

Aluminum (Sport Sedans, Coupes)

Black Ash wood (C 350 Sport Sedan)


Burl Walnut wood

Matte Ash Olive wood (Coupes)

non-metallic paintwork

Arctic White

Black

Mars Red (Sport Sedans, Coupes)

metallic paintwork

Cuprite Brown

Diamond White[21]

Iridium Silver

Lunar Blue

Magnetite Black

Palladium Silver

Pearl Beige

Sapphire Grey (Sedans)

Steel Grey (Coupes)

endnotes

1 Stated rates of acceleration are based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.

2 2012 EPA estimated fuel economy. See dealer for final figures. Compare the estimated mpg to the estimated mpg of other vehicles. You may get different mileage depending on how fast you drive, weather conditions and trip length. Your actual highway mileage will probably be less than the highway estimate.

3 No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Performance is limited by available traction, which snow, ice and other conditions can affect. Always drive carefully, consistent with conditions. Best performance in snow is obtained with winter tires.

4 Sport Sedans and Coupes with Almond Beige/Mocha interior include a 3-spoke steering wheel without flat-bottom design or perforated side grips.

5 Lower aspect ratio tires and accompanying wheels provide substantially increased treadwear, increased tire noise and reduced ride comfort. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces or upon encountering road debris or obstacles. These tires are not designed for use on snow and ice. Winter tires mounted on appropriately sized and approved wheels are recommended for driving in those conditions.

6 Blind Spot Assist may not be sufficient to avoid all accidents involving vehicles in your blind spot and does not estimate the speed of approaching vehicles. It must not be used as a sole substitute for driver awareness and checking of surrounding traffic conditions.

7 Driving while drowsy or distracted is dangerous and must be avoided. ATTENTION ASSIST and/or Lane Keeping Assist may be insufficient to alert a fatigued or distracted driver of lane drift and cannot be relied on to avoid an accident or serious injury. Lane Keeping Assist operates at speeds above approximately 20 mph.

8 Rear view camera does not audibly notify driver of nearby objects and is not a substitute for actively checking around the vehicle for any obstacles or people. Images displayed may be limited by camera field of view, weather, lighting conditions and the presence of dirt, ice or snow on the camera.

9 Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.

10 WARNING: THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURIES TO A CHILD UNDER AGE 13. THE SAFEST SEATING POSITION FOR YOUR CHILD IS IN THE REAR SEAT, BELTED INTO AN APPROPRIATE, PROPERLY INSTALLED CHILD SEAT, OR CORRECTLY WEARING A SEAT BELT IF TOO LARGE FOR A CHILD SEAT. SEE OPERATOR'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.

11 All Mercedes-Benz mbrace® services operate only where cellular and Global Positioning Satellite signals are available, which are provided by third parties and not within the control of Mercedes-Benz USA, LLC. An mbrace Package trial period is offered on new, Certified Pre-Owned and pre-owned sales and leases at an authorized Mercedes-Benz dealer. Subscriber Agreement is required for service to be active. Some services are only available on select vehicles. Your PIN is required in order to use certain services. See your dealer or MBUSA.com/mbrace for details, including a list of compatible smartphones.

12 Bluetooth® interface does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit MBUSA-Mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.

13 With the purchase of a new, satellite radio-enabled vehicle, you'll receive a complimentary 6-month subscription to SiriusXM Satellite Radio (as well as SiriusXM Traffic and SiriusXM Weather on models equipped with Multimedia Package), courtesy of Mercedes-Benz. SiriusXM Traffic and Weather services are available in select markets. If you decide to continue your SiriusXM service at the end of your 6-month trial, all SiriusXM services are sold separately, and the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms, www.siriusxm.com. Sirius U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, DC and Puerto Rico (with coverage limitations).

14 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.

15 While the navigation system provides directional assistance, the driver must remain focused on safe driving behavior, including paying attention to traffic and street signs. The driver should utilize the system's audio cues while driving and should only consult the map or visual displays once the vehicle has been stopped in a safe place. Maps do not cover all areas or all routes within an area.

16 Compass readout is replaced by navigation system's compass display on models equipped with Multimedia Package.

17 Roadside Assistance repairs may involve charges for parts, service and towing. Vehicle must be accessible from main roads. Depending on the circumstance, these services may be provided by an outside provider, courtesy of Mercedes-Benz Roadside Assistance. Restricted roadways, acts of nature and vehicle accessibility may limit our ability to provide services to you. For full details, eligibility requirements, and limitations/exclusions of Sign and Drive services, as well as the Roadside Assistance Program, please see your dealer.

18 mbrace is compatible with select Apple iPhone® models running iOS 4.2 or later. Please visit MBUSA.com/mbrace for more information.

19 Includes Dolby® Digital 5.1 when ordered in combination with Multimedia Package.

20 European Delivery Program discount of 7% available on select models, other models offered at MSRP. Please see your dealer for details.

21 Extra-cost option.

C 350 Coupe shown above with optional Steel Grey metallic paint and PARKTRONIC. C 350 Coupe shown on cover with optional Iridium Silver metallic paint, 18" AMG twin 5-spoke wheels, and Lighting and Premium 1 Packages.

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For 125 years—longer than any other automaker—we've been sharing this planet with you. Respecting it, and protecting it, have long been a part of our vision, ambition, and our history of innovation. We introduced the world's first 100% CFC-free car, not just in its air conditioning but in its entire manufacturing process. We've been using water-borne paints for years, and source the wood for our interior trim from responsibly sustained forests. We've been pioneering advanced powertrains for generations, from today's hybrid models and 50-state clean diesels to the fuel cell vehicles of a rapidly approaching tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability and longevity. After all, it takes virtually the same amount of energy to build vehicles that last as ones that won't. Even our brochures conserve resources and are produced with eco-conscious printing. Everything we engineer is born from the motivation to make things better and the ingenuity to make it happen. Passion with compassion—that is what drives us.

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